

ORDER



A GANNETT COMPANY

Orders

Order / Rev:	696696
Alt Order #:	06218649
Product Desc:	MCCRORY FOR GOVERNOR
Estimate:	820826
Flight Dates:	08/20/12 - 08/26/12
Original Date / Rev:	06/29/12 / 07/17/12
Order Type:	Political

	WFMY-TV
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name: Smart Media Group Inc/ POL

Buying Contact: _____

Billing Contact: _____

814 King Street

Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	McCrory for NC Governor
Demographic:	A35+
Product Codes:	PL-State/Local,PL-Governor
Priority:	P-3
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	22	\$1,390.00	\$1,181.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$1,390.00	\$1,181.50	0.00
Totals	22	\$1,390.00	\$1,181.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	31%	\$1,390.00
Market	100%	\$4,483.87

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$44.84
WGHP	29%	\$1,300.32
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	34%	\$1,524.52
WXLV	5%	\$224.19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WFMY	08/24/12	08/24/12	Late Late Show Late Late Show	CM	1235-135a	- - - - F - -	:30	2	\$40.00	P-3	0.00 NM	2	\$80.00
LATE ROS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- - - - F - -		2		\$40.00		0.00				
E 2	WFMY	08/24/12	08/24/12	CBS This Morning CBS This Morning	CM	8-10a	- - - - F - -	:30	1	\$80.00	P-2	0.00 NM	1	\$80.00
EARLY SHW1-CBS														

Order / Rev: 696696
Alt Order #: 06218649
Flight Dates: 08/20/12 - 08/26/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: 820826
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	08/24/12	08/24/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$80.00		0.00						
E 3	WFMY	08/20/12	08/20/12	M-F 10-11a Andy Griffith/Jepar	CM	10-11a	M-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$80.00		0.00						
E 4	WFMY	08/20/12	08/20/12	Late Late Show Late Late Show	CM	1235-135a	M-----	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	2		\$40.00		0.00						
E 5	WFMY	08/20/12	08/20/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$80.00		0.00						
E 6	WFMY	08/25/12	08/25/12	1135-1235a Sat 1135-135a Sat	CM	1135-135a <11:35 PM-1:35 XM>	-----S-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$40.00		0.00						
E 7	WFMY	08/25/12	08/25/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$150.00		0.00						
E 8	WFMY	08/26/12	08/26/12	1135-1235a Sun 1135-1235A Sun	CM	1135-1235A	-----S	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$80.00		0.00						
E 9	WFMY	08/26/12	08/26/12	LF (M-Su) Late Fringe	CM	1235p-135a (12:35 XM-1:35 XM)	-----S	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	2		\$40.00		0.00						
E 10	WFMY	08/23/12	08/23/12	M-F 10-11a Andy Griffith/Jepar	CM	10-11a	---T---	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$80.00		0.00						
E 11	WFMY	08/23/12	08/23/12	Late Late Show Late Late Show	CM	1235-135a	---T---	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$40.00		0.00						
E 12	WFMY	08/23/12	08/23/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$80.00		0.00						
E 13	WFMY	08/21/12	08/21/12	M-F 10-11a Andy Griffith/Jepar	CM	10-11a	-T-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$80.00		0.00						
E 14	WFMY	08/21/12	08/21/12		CM	1235-135a	-T-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00

Order / Rev: 696696
Alt Order #: 06218649
Flight Dates: 08/20/12 - 08/26/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: 820826

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Late Late Show										
				Late Late Show										
LATE ROS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	- T- - - - -		1		\$40.00		0.00				
E 15	WFMY	08/21/12	08/21/12	CBS This Morning	CM	8-10a	- T- - - - -	:30	1	\$80.00	P-2	0.00 NM	1	\$80.00
				CBS This Morning										
EARLY SHW1-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	- T- - - - -		1		\$80.00		0.00				
E 16	WFMY	08/22/12	08/22/12	M-F 10-11a	CM	10-11a	- - W- - - -	:30	1	\$80.00	P-2	0.00 NM	1	\$80.00
				Andy Griffith/Jeopar										
ANDY GRIFFITH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	- - W- - - -		1		\$80.00		0.00				
E 17	WFMY	08/22/12	08/22/12	Late Late Show	CM	1235-135a	- - W- - - -	:30	2	\$40.00	P-3	0.00 NM	2	\$80.00
				Late Late Show										
LATE ROS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	- - W- - - -		2		\$40.00		0.00				
E 18	WFMY	08/22/12	08/22/12	CBS This Morning	CM	8-10a	- - W- - - -	:30	1	\$80.00	P-2	0.00 NM	1	\$80.00
				CBS This Morning										
EARLY SHW1-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/20/12		08/20/12	08/26/12	- - W- - - -		1		\$80.00		0.00				
												Totals	22	\$1,390.00